

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM308073

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|---|--|-----------------------|----------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| iSmile Practice Management of America LLC | | 06/17/2014 | LIMITED LIABILITY COMPANY: TEXAS |
| RECEIVING PARTY DATA | | | |
| Name: | Ideal Image Development Corporation | | |
| Street Address: | 4830 W. Kennedy Blvd. | | |
| Internal Address: | Suite 440 | | |
| City: | Tampa | | |
| State/Country: | FLORIDA | | |
| Postal Code: | 33609 | | |
| Entity Type: | CORPORATION: FLORIDA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86018742 | IDEAL LASER | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4142974900 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 414 271-2400 | | |
| Email: | IPDocketing@foley.com, jrodriguez@foley.com | | |
| Correspondent Name: | Richard J. McKenna- Foley & Lardner LLP | | |
| Address Line 1: | 777 East Wisconsin Avenue | | |
| Address Line 4: | Milwaukee, WISCONSIN 53202 | | |
| ATTORNEY DOCKET NUMBER: | 039627-0125 | | |
| NAME OF SUBMITTER: | Richard J. McKenna | | |
| SIGNATURE: | /R.J. McKenna/ | | |
| DATE SIGNED: | 06/19/2014 | | |
| Total Attachments: 2 | | | |
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| source=Executed TM Assignment for IDEAL LASER Mark#page2.tif | | | |

OP \$40.00 86018742

EXHIBIT B

ASSIGNMENT OF TRADEMARK

WHEREAS, iSmile Practice Management of America LLC, a company with an office at 3100 Timmons Lane Suite 445, Houston TX 77027 ("ISMILE") is the current owner of rights in the trademark IDEAL LASER as embodied, at least in part, in US Application Ser. No. 86/018742 (the "Mark"); and

WHEREAS, Ideal Image Development Corporation, a corporation with an office at 4830 W. Kennedy Blvd., Suite 440 Tampa FL 33609 ("IIDC"), wishes to acquire the Mark together with the goodwill of the business with which the Mark is used.

NOW, THEREFORE, for ten dollars (\$10.00) and other good and valuable consideration, the receipt of which ISMILE hereby acknowledges, ISMILE hereby agrees to and does sell, assign and transfer to IIDC its entire right, title and interest in and to the Mark together with the goodwill of the business to which the Mark pertains, as well as all rights of enforcement and recovery for past infringement. ISMILE further agrees to take all reasonable and necessary steps to implement the provisions of this assignment.

IN WITNESS WHEREOF, a duly authorized officer of the Parties have executed this agreement on the date listed below.

iSmile Practice Management
of America LLC

Ideal Image Development Corporation

By: 
Print Name: MARC NAGHAVI

By: _____
Print Name: _____

Title: CEO

Title: _____

Date: 06/17/2014

Date: _____

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IN WITNESS WHEREOF, a duly authorized officer of the Parties have executed this agreement on the date listed below.

iSmile Practice Management
of America LLC

Ideal Image Development Corporation

By: _____
Print Name: _____

By: 
Print Name: Bruce Faber

Title: _____

Title: President

Date: _____

Date: 6/17/14